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MASTERS OF ARTS IN MASS COMMUNICATION
ADVERTISING AND PR
EXAMINATION: DECEMBER - 2025
FIRST SEMESTER

Sub: Integrated Marketing Communication (MADPR 22-105)

Date: 22/12/2025

Total Marks : 40

Time: 10.00 am to 12.00 pm

Instruction:

All questions are compulsory.

Q. 1. Answer the following. (Any One) (15)

A) What is IMC? Why it is important for brand. Explain the concept of One voice communication in detail with example

OR

B) Write a detailed note on ELM model, Innovation adoption model and low involvement hierarchy model with suitable case study of brands.

Q. 2. Write short notes. (Any Three) (15)

- 1) Sponsorships
- 2) Sales Promotion
- 3) Digital media and its effectiveness
- 4) Convergence of digital media

Q. 3. Open Ended Question (10)

Consider the following scenario:

Company: Fresh Blend Smoothies

Fresh Blend Smoothies is launching a new line of organic fruit smoothies aimed at health-conscious individuals. They plan to run an Integrated Marketing Communication (IMC) campaign to build brand awareness.

Question:

As the marketing communication manager, recommend three IMC channels for Fresh Blend's campaign and explain why they are suitable for the target audience. How would you integrate these channels into a cohesive (one voice one communication) message?